

# Cohen for Congress-General Election 2012

Client: Cohen for Congress  
 Media: TV  
 Product: general  
 Market: Memphis  
 Primary Demo: Adults 35-64  
 Separation between spots: 30

Estimate: 1559  
 Description: cohen/2012/TV/Cohen- General-Additional  
 Flight Start Date: 10/15/2012 05:00 AM  
 Flight End Date: 11/11/2012 04:59 AM  
 Buyer: Susan Rogers  
 srogers@archermalmo.com

Order #: 1559-9291  
 Revision #: 1  
 Date: 10/15/2012 1:32 PM  
 Vendor Code: WREG-TV  
 Send Billing To: archer>malmo  
 65 Union Avenue  
 Suite 500  
 Memphis, TN 38103  
 Phone: 901.523.2000  
 Fax: 901.260.4356

Contact: Jim Himes  
 E-Mail: Jim.Himes@WREG.com  
 Phone: 543-2143  
 Fax: 543-2339  
 Affiliation: CBS 3

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/15	10/22	10/29	11/5	Total Spots	Adults 35-64	Rtg/CPP
<b>WREG-TV</b>												
27	Tu 6:00a-7:00a WREG-3DYBRK 6A	EM	\$200.00	\$170.00	30	1	0	0	0	1	4.3	\$46.51
28	Tu 6:00p-6:30p WREG NWS3@6PM	EN	\$350.00	\$297.50	30	1	0	0	0	1	4.9	\$71.43
29	Tu 10:00p-10:35p WREG NWS3@10PM<	LN	\$500.00	\$425.00	30	1	0	0	0	1	6.6	\$75.76
											3	\$64.39
											3	\$66.46
											3	\$56.49
<b>Total Cost:</b>			\$1,050.00	\$892.50								

Signature: \_\_\_\_\_  
 SIGN TO CONFIRM AND FAX OR EMAIL BACK TO ME

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE

☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location	WREX-TV MEMPHIS	Date	10/15/12
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I, Susan Rogers  
being/on behalf of: Steve Cohen, a legally  
qualified candidate of the Democrat political  
party for the office of: US Congress  
in the 9th District  
election to be held on: 11-6-12  
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As per emailed schedule.					

Total Charges:	\$1050.8055
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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cohen for Congress Campaign

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Henry Turley

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

Date

10-15-12

Signature

Sharon Rogers

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

# CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Susan Rogers - Archer Malmo  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date